



A Public Agency

EXECUTIVE DIRECTOR'S REPORT

STAFF REPORT

To: SBWMA Board Members
From: Joe La Mariana, Executive Director
Date: April 28, 2022 Board of Directors Meeting
Subject: Executive Director's Report

Staff and Agency partners continue to be hard at work supporting numerous projects, programs, and facility initiatives. Here are the highlights:

1. COVID-19 Status Updates:

The SBWMA and its primary partners continue to take extreme measures to protect our colleagues while continue to provide high quality services.

a. Recology San Mateo County

Staff is working collaboratively with Recology's new senior management team on a variety of priority projects as defined by the Franchise Agreement terms and mandated compliance programs.

As discussed at the January Board meeting, Recology's workforce was hit hard by the COVID Omicron variant in December and January. This situation resulted in numerous service complaints. Based on the sharp reduction in service complaints it appears that Recology's operations have resumed normal coverage and service standards.

b. South Bay Recycling (SBR) Operations

SBR's workforce was also impacted by the COVID Omicron variant in December and January which led to coverage issues. This issue appears to have been resolved and SBR's operations have resumed their normal status.

Staff is working collaboratively with SBR's senior management team on a variety of priority projects as defined by the Operating Agreement terms and mandated compliance programs. One particular focus area is the implementation of SB 1383-mandated quarterly materials samplings. More under agenda item 7A.

c. SBWMA Administrative Program Staff Ops:

Staff continues to work remotely from home or, when needed, at Shoreway and in some instances the administrative offices, which continue to remain closed to the public. In April, staff was sent updated working in the office policies. A hybrid work schedule, where staff will be in the office a minimum of two days a week, will start the week of May 2.

2. Administration & Finance:

a. Staffing Update

We welcomed our new Management Analyst Joanne Nghiem on March 28. She has been hitting the ground running with many Agency projects and we're very excited to have a new member of our team aboard.

Also in March, we bid farewell to Environmental Education Associate Laura Wessberg. She has taken on a new position with Stanford University, and we wish her the very best of luck. Laura's high energy and passion will be missed! The Environmental Education Associate/Coordinator job opening closed on April 8. We hope to hire and on-board a new staff member in late May/early June.

b. Operations Agreement RFQ Update

The Ad Hoc Board Selection Committee Meeting was held on March 30, 2022 to evaluate the proposals that were received. This Committee is comprised of SBWMA Board Chair Aguirre, Vice Chair Bonilla, Board Member Taylor and Board Member Froomin. In attendance were staff, the four appointed Board Members and consultants. The Committee created a proposer shortlist to engage in parallel negotiations, per the Board-approved project work plan. Staff and consultants are currently conducting site visits of the proposers' facilities in April with the shortlisted candidates, as well as reference checks.

c. Site Optimization Study Request for Technical Proposals (RFP)

The Site Optimization Study RFP evaluation and selection process has been completed and SCS Engineers is recommended for Board consideration to execute this important scope of work... This firm was selected as the result of an extensive review by a committee of staff and TAC members. Those on the selection committee were: 'Andra Lorenz (TAC Chair, Foster City), Adrian Lee (TAC Vice Chair, Redwood City), Sergio Ramirez (TAC Member, West Bay Sanitary District), from SBWMA: myself, Hilary Gans, John Mangini, Matt Southworth, Joanne Nghiem and all lead by consultant Rob Kalkbrenner. SCS Engineers was selected to complete the Study due to their strong and diverse team of leading industry experts, their comprehensive understanding of the unique site constraints and operational challenges and a targeted work plan that reflect SBWMA's planning urgency and priorities. More under agenda item 7B.

3. Committee Updates:

a. Finance Committee Meeting (next meeting is June 14)

b. Legislative Committee (April 4)

The Legislative Committee met to discuss the Agency's three co-sponsored bills – SB 1215 (Newman)/SB 2440 (Irwin) the safe battery disposal bills and AB 1985 (R. Rivas) that will tackle the SB 1383 procurement requirements. More information about Legislative happenings is under agenda item 9A.

The SBWMA also signed onto a letter earlier this year with other agencies and organizations to request a general fund budget increase in local assistance to continue helping cities and counties develop and implement organic waste recycling programs as required by SB 1383.

c. Pub Ed/Outreach Committee (next meeting is June 2)

d. Technical Advisory Committee (next meeting is June 9)

e. Zero Waste Committee (no meeting held)

4. Media and Press

Recently, I was interviewed for two national publications. The first was for the Washington Post where I was quoted in an article regarding rechargeable batteries causing fires. You can find the article online here: <https://www.washingtonpost.com/technology/2022/04/04/how-to-dispose-rechargeable-batteries/>

The second was an interview with Politico's subscription online magazine on an article on AB 1690, a bill that will prohibit the sale of single-use disposable e-cigarettes/vapes. Note that this article was written before AB 1690 was amended. The bill previously was written to also to tackle cigarette filters. This article can be found via Politico's online magazine here: <https://subscriber.politicopro.com/article/2022/04/california-takes-aim-at-the-worlds-most-littered-item-cigarette-butts-00022215>. Note that I also gave the author, Politico deputy sustainability editor Debra Kahn, a tour of our Shoreway facility.

5. Collection and Recycling Program Support and Compliance:

a. SB 1383 Update

April 1st, 2022 marked the deadline for the Initial Compliance Report for SB 1383. This is the first report to CalRecycle related to SB 1383. The SBWMA provided a draft report to support Member Agencies on their submission. Other materials included the SB 1383 Ordinance adopted by all the Member Agencies, the Edible Food Recovery MOU with the County Office of Sustainability, and the SB 1383 MOU. All Member Agencies submitted their required materials by the deadline.

SB 1383 Outreach and Education, Waiver Management, and Route Review services have kicked off with SCS Engineers. Protocols are being developed in partnership with Recology and SCS Engineers on how we will all work together to subscribe new customers to organic and recycling services. The SBWMA has been experiencing significant challenges with Recology ensuring compliance with recycling regulations. The SBWMA has asked Recology to provide an Implementation plan to formally explain how will meet the expectations of the Franchise Agreement and ensure compliance with recycling regulations on behalf of the Member Agencies.

SBWMA has also been joining Member Agencies on their Annual Conference Calls with CalRecycle. The calls are to review a number of mandated compliance efforts around AB 341, AB 1826, and SB 1383.

b. Community Outreach and Environmental Education

i. Environmental Education (EE) Update

Since the start of the new year, EE Team introduced the RethinkWaste In-Schools Program to three new Redwood City School District campuses: Orion Alternative School, Roy Cloud Elementary, and Henry Ford Elementary. For each program roll-out, staff hosted virtual class presentations, delivered and installed new bins and waste equipment, dedicated a full week practicing bin sorting with students during lunch times, and coordinated with the custodians

and school administrators. Prior to the program, none of the campuses had compost as a disposal option – now, all three schools receive organics services from Recology San Bruno.

The EE Team also provided refresher education via virtual presentations for all classes at Costaño Elementary in East Palo Alto. Several Earth Day assemblies, presentations, and special virtual tours are scheduled for schools located in San Mateo, Menlo Park, and Burlingame in April. In addition, staff will participate in two in-person school events to table and educate students and their families.

ii. **Public Spaces Update**

The Public Spaces fellows have been hard at work the last several months. From January to April, staff summarized the waste audit data gathered in Burlingame, San Carlos, San Mateo, and in Foster City from Fall 2021. Due to safety concerns during the pandemic, staff redirected its focus to finalize the new receptacle signage in Downtown San Carlos and created a Sorting Guide video and presentation for Parks staff to emphasize the importance of diverting waste at every step of the waste process. Currently, the Public Spaces team has been piloting pop-up tabling events in front of libraries and parks to emphasize the importance of sorting in public spaces and to draw attention to the informative signage in parks. Staff has also resumed waste audits at Twin Pines Park and Barrett Community Center in Belmont.

iii. **Shoreway Tours**

After much preparation and practice, the return of in-person Shoreway tours kicked-off with the first in-person Public Tour on April 7th! New health and safety measures have been implemented to accommodate COVID-19 considerations. Staff plans to slowly introduce more in-person offerings as staff gains experience with in-person tours and the new COVID-related procedures are solidified. Virtual tours of the Shoreway Environmental Center continue to be offered to schools, businesses, and members of the general public on a regular basis.

iv. **Pub Ed and Outreach Update**

Earth Month

For Earth Month in April, staff hosted two in-person tours of the Shoreway Environmental Center on Saturday, April 16 where 19 total visitors from our service area came out to learn more about what happens to their waste! On April 21 there is an evening virtual film screening of *The Story of Stuff* followed by a panel discussion.

Presentations and Tabling Activities

In the past few months, staff has spent some time out and about in the community – virtually and in-person! Staff conducted a virtual presentation on proper sorting and reduce and reuse tips to Belmont residents in conjunction with the library for its “Belmont Talks” series in February. Staff also worked with East Palo Alto to conduct a sorting webinar for residents on what goes into which bin at the end of March. Staff also conducted six in-person tabling events in Foster City, Menlo Park, Redwood City, San Carlos, and San Mateo. These events ranged from Farmer’s Markets, pop-up tabling, the OYE Latinx Youth Conference and the Rotary District 5150’s San Mateo County’s Day of Service at Coyote Point Park. In total, staff engaged over 150 individuals at these presentations and tabling events.

Outreach Campaigns

The latest 6-month battery outreach campaign ended in February 2022. The goal of this campaign was to continue the efforts of the 2020/2021 digital battery campaign and spread awareness of proper battery handling to residents of the service area. The campaign consisted of Facebook, Google, and Spotify ads that significantly overperformed previous 20/21 numbers. Also, staff along with Recology and a contractor, have been hard at work planning a compost campaign targeting multi-family residents. A video showcasing proper composting, a poster, and doorhanger are all in process to be disseminated in the upcoming months.

Outreach Collateral

Updates to outreach collateral continue to occur as needed. Staff updated the single-family service guide to incorporate SB 1383 messaging which will be mailed to all single-family residents in the upcoming months. Staff also updated Recology's "Sorry We Missed You" tag to create a more consistent look and feel across collateral, and to include Spanish translations. The Spring/Summer Rethinker newsletter was created with messages about waste reduction and kitchen compost pail tips, proper sorting, and promotion of the Shoreway Public Recycling Center. The newsletter is scheduled to go out in the months of April, May, and June.

6. Shoreway Operations and Contract Management

a. Organics-to-Energy (O2E) Project

The O2E project will be restarting on the first of May after an equipment repair to the Orex Press. Cost and diversion data will be collected through June that will be utilized in the new Shoreway Operations agreement and the long-term operations of this system for food scraps processing.

b. Shoreway Facility Projects

Both the Transfer station and the MRF floor repairs were successfully completed during the last month. This removed one of the Areas of Concern raised by the local enforcement agency (LEA) and leaves only the wall repair to address. More on the MRF wall repair project can be found in item 7C.

c. Shoreway Road Tunnel Project

Shoreway Road has been closed by Silicon Valley Clean Water (SVCW) at the southbound approach of the Facility (Holly Street Road). Our facility can still be accessed from the north via Ralston Avenue and from a detour via Twin Dolphin Drive to the east. SVCW is continuing their "tunnelling" project as new replacement sewer lines are being installed underneath Shoreway Road. The road closure will continue through 2022 and requires Recology and SBR trucks, as well as the general public to go northbound out of the facility to gain access to Highway 101 and the community.

Respectfully submitted,



Joe La Mariana
Executive Director